sfaa NEWSLETTER AUGUST, 1960

SAN FRANCISCO ART ASSOCIATION ANNUAL REPORT TO THE MEMBERSHIP

Gurdon Woods, Director

The year 1959-60 has been one of re-evaluation and re-appraisal. The year before, we had achieved the objective of making the College a strong, forward-looking art institution. The Art Association membership and Art Bank activities showed a significant increase with the appointment of Fred Martin to the full time position of Executive Secretary.

Part of the re-appraisal program was to study the objectives and operation of both Art Association and the College. The importance of the Art Association to the College and vice-versa was carefully examined and this importance was re-affirmed. Art does not exist in a vacuum. The Art Association and the College have provided a stimulating and exciting atmosphere for professional artists and students to meet and work in. The College takes on the development of the young artist, urging and directing him in the fullest use of his creative powers. Following the student's formal training, the Association continues the stimulus by presenting the artist to the community and to the world. At the same time, the Association, through exhibitions, seminars and the Art Bank, encourages understanding and appreciation of contemporary art in a way unequalled by any other institution in the community. This uniqueness comes from artist-directed policies which say who will be exhibited, where and how.

SCHOOL GROWTH

The college has continued a basic policy of recruiting the faculty from among the best artists available, regardless of degrees or other academic requirements. These artist-teachers represent as broad a range as possible and instruct only in the areas of their involvements. The college program has been planned to attract the largest possible percentage of dedicated students who will carry on in their chosen field of art.

Evening and Saturday School attendance showed an increase of 60 students over the preceding year. Additional classes were added, and the foundation was laid for an Evening and Saturday School Diploma program which will begin in the fall of this year.

Total student body enrollment represented 43 out of 50 states plus 14 foreign countries. The Graduate Program has the maximum number of students enrolled — 15. The Advertising Art Department has grown and strengthened.

A thorough study was made of the film department in relation to the possibilities of film as an art medium. We studied the work being done in other institutions with film, as well as the costs and other aspects involved in conducting a full scale course. There was not, and never has been, to my knowledge, any serious question concerning the film department's importance here at Fine Arts. However, it has been an extremely costly program and in order to strenghten it and fully pursue it as a medium of fine art, an expenditure of several thousand dollars would be necessary for additional equipment and space. Additional staff would be required and in ancreased annual overhead would have to be assumed. It was also agreed that the potential enrollment was limited and that the department would of necessity incur deficits much too heavy for the college to carry at this time. Great credit should be given to Robert Katz for the many years work and thorough consideration that he has put into the department and for the additional help that both he and Cameron MacCauley gave in making this study. We closed the film department with great regret and the hope that perhaps some day an angel will come our way and make it possible to re-open the film-making department.

Changes in the studio space in the college has allowed for more room and better facilities. Many improvements such as a new duplicating machine, clay mixing equipment and refurbishing of the Humanities lecture room were made possible by the Zellerbach Improvement Fund and the Women's Auxiliary. Plans for the building program were accelerated as was outlined by Mr. Bolles in the last issue of the *Newsletter*.

OTHER ASSOCIATION ACTIVITIES

The second year of the Art Bank's operation showed an increase of over 50 artists and 150 works of art. Exhibitions in the Gallery attracted greater attendance and more press coverage. In addition to regular Art Bank group shows, eight other shows were presented during the year. Works of art were supplied to 17 institutions, sometimes in the form of complete shows, other times in order to augment exhibitions. Thirty-three prominent art figures visited the Bank which resulted in the inclusion of 30 SFAA artists in various important exhibitions and one-man shows throughout the country.

The non-juried Members' Exhibition at the De Young Museum last fall draw a record crowd of 66,120. In February, 12,658 people saw the 23rd Annual Drawing, Print and Watercolor Exhibition at the San Francisco Museum. The 79th Annual Painting and Sculpture show at the same museum in April brought 15,342 visitors. Thirty-two works were sold from the three annuals for $5,850.

Eleven works were added to the Association's collection of contemporary art, including four donated by Mrs. Charlotte Mack. The remainder were purchased from the Annuals.

Among membership activities were the three previews of the Annuals handled by the Women's Auxiliary and the Artists' Council. The Program Committee of the Board organized two Collectors' Seminars which provoked lively participation among the audience. Because of the large response to these two events, similar activities are being planned for the coming year. The Fine Arts Auction held in November made over $5,000. One third of this went to the artists and the remainder to the Artists' Council which uses the money for SFAA projects.

CONTRIBUTORS, 1959-60

We would like to thank the following contributors for their generous donations during the past fiscal year:

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ARTIST MEMBER NOTES AND NEWS

The Chicago Art Institute purchased two lithographs by **Nate Oliveira** for their permanent collection.

Ruth Armer will give a lecture titled "A Study of Two Paintings" at the San Francisco Museum on September 28 at 8:30 p.m.

Felicia Kaner has had an oil and a watercolor accepted for the California State Fair.

The Brunn Gallery in S.F. is having a one-man show of drawings by **Earl Thollander** called "An American Artist Looks at the U.S.S.R." from September 11 through October 8.

John Ihle will exhibit in a three-man show of prints at the San Francisco Museum September 20 through October 30.

Syd Fossum is moving to Duluth, Minnesota September 1 to head a newly formed art center there.

Gumps Gallery in S.F. recently had a showing of drawings by **William Morehouse, Nathan Oliveira, Jason Schoener, Noriko Yamamoto** and **George Ball.**

Rolf Eiselin has an entry in the annual juried exhibition, Art Association of Newport, Rhode Island.

Dorr Bothwell, Burdette Morton and **Hilda Pertha** are exhibiting at the Brunn Gallery, S.F. through September 10.

Selections from the Roy R. Neuberger collection which is being shown for the benefit of the American Federation of Arts, New York, include works by **Richard Diebenkorn** and **Nathan Oliveira.**

A watercolor by **Elsie Pomeroy** has been selected to hang in the Hockwald Company's Building in Brisbane, California.

Paintings by **John McLaughlin** are to be seen in a group show "50 paintings by 37 Painters of the Los Angeles Area" at the San Francisco Museum through September 25.

Tony De Lap, Jr., David Kasmire, Igor Medvedev and **Walter Snelgrove** were awarded prizes in the recent Jack London Square Art Festival in Oakland.

Artist members in the Third Pacific Coast Biennial at the Santa Barbara Museum were: **Tio Giambruni, James Lee Hansen, Seymour Locks, Henri Marie-Rose, Hilda Morris, Gertrude Murphy, Stefan Novak, David Tolerton, Jerry Walter, James W. Washington, Jr.** Also included were drawings by **William Brown, Felicia Kaner, Hilda Levy, Hank McDonnell, Hilda Morris, Elizabeth Quandt,** and **Katherine Westphal.**

ATTEND THE SAN FRANCISCO ART FESTIVAL, SEPTEMBER 15 THROUGH 18

1961 JURY NOMINEES

The Artists' Council has nominated the following to serve on the three man jury for the all-painting media exhibition scheduled for April, 1961. Members may nominate by petition and thus add names to the slate. The petition must be in writing and be filed with Marcelle Winterburn, secretary to the Director, SFAA, 800 Chestnut Street, San Francisco 11, on or before September 9, 1960. Not more than one name shall be nominated in any one petition and the petition shall contain the nominee's name, address and the signatures of no less than ten (10) qualified members. The petition must be accompanied by a letter signed by the nominees stating acceptance of the nomination.

The following slates of the Nominating Committee do not constitute a ballot. Ballots will be mailed to you after the final date for receiving nominations by petition.

Nominees are:

Julius Wasserstein, painter
Roy De Forest, painter
James Newman, dealer
Sam Tchakalian, painter
David Simpson, painter
Alfred Frankenstein, critic

Ballots will be received about September 20.

NEW MEMBERS

Sustaining: **William A. Pomeroy**
Regular: **Robert E. Burns, Mr. and Mrs. Richard Ernst, Mrs. Edward Griffith, Mr. J. D. McPherson, Alan Q. Peek, Walter H. Shorenstein, Clarence Slade.**
Artist: **Eleanor Dickinson, Hank McDonnell.**

Send all *Newsletter* correspondence, member activities to Lou Schultz, San Francisco Art Association, 800 Chestnut Street, San Francisco 11, California. Deadline for all material is the 15th of every month.

S. F. ART FESTIVAL

Plans for the Association exhibition at the S.F. Art Festival September 15 through 18 are well under way. There are two items of great importance to members in connection with the show. One is the jury of awards and prize arrangement for this year; the other is the insurance situation concerning members' work.

Art Festival jurors for painting, drawing, prints and sculpture this year are **Perry T. Rathbone,** director of the Boston Museum of Fine Arts; **Nynfa Valvo,** associate curator of painting at the De Young Museum; and **Harold Parris,** visiting professor of sculpture at the University of California. The City of San Francisco has made $3,000 available for purchase awards. All Association members living in the nine Bay Area counties will be eligible for these awards.

Members' work in the show will not be insured. The Art Bank will exercise every care in the handling, installation and exhibiting of the Association exhibition. However, neither the Art Bank nor the Association assumes any responsibility for damage or loss from any cause. If you wish to take out individual insurance for your works, please contact Fred Martin, the Administrator of the Art Bank.

C.S.F.A. FALL COURSES

Registration for fall courses at C.S.F.A. for part-time students will be Wednesday, September 14 from 1:00 to 5:00 p.m. and 6:00 to 9:00 p.m.; Thursday, September 15 from 6:00 to 9:00 p.m. and Saturday, September 17 from 9:30 a.m. to 12 noon.

Among the new courses to be offered in the Evening and Saturday School this year are Figure Painting, Photo Lab and Art History Survey. Other evening classes include graphics, basic drawing and basic design, life drawing, painting, sculpture, ceramics, basic photo and photography seminar and advertising design courses.

Classes begin on September 19. Members are entitled to a tuition discount. For catalogues or information, write or phone the California School of Fine Arts, 800 Chestnut Street, San Francisco, ORdway 3-2640.

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